RADIO AND TELEVISION EXECUTIVES SOCIETY

(INCORPORATED)

444 515 MADISON AVENUE, NEW YORK 22, N.Y.

PLaza 8-2450

March 19, 1962

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CLAUDE BARRERE

Dear Collegiate Broadcaster:

The response to our previous letter has been very satisfying, and had we held to our schedule, this letter would have reached you two weeks ago.

Attached is the line-up for the conference. It speaks for itself, and all who attend will find they take away lots of good.

We now must know if your station will be represented and by how many. But first.... a word from the sponsor.

We previously told you we had ideas on how we might provide "scholarships" to help bring you - especially if distant from New York - to the conference.

The response to our invitation to colleagues to help establish scholarships, does not permit us to make a blanket offer to finance the transportation for all. We hope, regardless that you will be able to come. If you can only do so with some help, write immediately telling us what you need. To the extent we can, we will assist.

Let us stipulate however, that we will only assist one person. If our help permits others who are on your station's staff to get here -- by a share the wealth arrangement -- Swell!

Here is what the conference will cost you:
Registration, 2 luncheons, one dinner, all the sessions, lodging, basis 2, 3 or 4 in a room at the King's Crown Hotel (116 Street and Amsterdam, part of the Columbia Complex) Wednesday 28 and Thursday 29. $25.00

If you do not need lodging - all else $18.00
If you can take in only part of the program, allowance will be made of $5 for each luncheons omitted, $6 for dinner.
If you wish to alter the lodging arrangements, tell us your requirements. (Single rooms. $7.00).

In any event - write us ... we'll make it easy ... use enclosed form and return - like yesterday!

We hope you can make it... if not... Next year for sure!

Cordially yours,

Claude Barrere

Claude Barrere
Executive Director

CB:bq

PROGRAM SCHEDULE
for
THE COLLEGIATE BROADCASTERS CONFERENCE
sponsored by
THE RADIO AND TELEVISION EXECUTIVES SOCIETY
March 29 & 30, 1962
THE PARK-SHERATON HOTEL
New York, N. Y.

March 29

8:30 - 9:30 Registration
9:30 - Welcoming remarks, RTES PRESIDENT MATTHEW J. CULLIGAN
9:45 - 12:00 CRAM COURSE IN STATION PROGRAMMING.
Moderator: Mark Olds, WNEW Radio, N.Y.
Panel: Mrs. Alice Koch, KMOX, St. Louis;
Harold Halpern, WNYC, N.Y.;
Dom Quinn, KDKA, Pittsburgh;
Bill Wheatley, WIBG, Philadelphia.
12:30 - Luncheon - SPEAKER: FRANK SHAKESPEARE, JR., V.P. and Assistant to the President, CBS Television.
2:30 - Afternoon visit to New York Radio & TV station and networks.
7:00 - Dinner - SPEAKER: To be announced.

March 30

9:00 - 12:00 BULL SESSION - RADIO WORKSHOPS
Moderator: Allen Ludden, College Bowl Quiz.
Panel: on the dais - Several Collegiate Broadcasters.
In the Audience, lots of others. All participate.
12:30 - Luncheon - SPEAKER: WALLACE ELTON, Executive V.P., Manager New York Office, J. Walter Thompson Co.
2:15 - 4:00 BROADCASTING CAREER BOARD
Moderator:
Panel: Eldon, Campbell, V.P. and Gen. Mgr., WFBM-TV, Indianapolis; John Sternberg, L. F. Stowell Associates, Management consultant specializing in advertising personnel procurement, others to be added.

RTES COMMITTEE

Chairman, Richard Jones, J. Walter Thompson Co.
Mark Olds, WNEW
Irving, Faulk, N.Y.U.
Peter Storer, Storer Television Sales
Steve Libby, CCI Division, Communications Affiliates, Inc.
Joseph P. Keyes, TV Guide
Jayne Shannon, J. Walter Thompson Co.
Eillen Milling
Robert Teter, Board Contact
Claude Barrere, RTES Executive Director

March 1962

Mr. Claude Barrere, Executive Director
Radio and Television Executives Society
444 Madison Avenue
New York 22, N. Y.

Dear Mr. Barrere:

Please register the following from our station for the First Annual Collegiate Broadcasters Conference, March 29th and 30th.

Station call letters and school_____

name "delegate" (print)_____

"observers" (print)_____

_____

_____

We will want the full program. _____
We will want the whole program except lodging. _____
We will want parts of the program as follows:

Attendance of above named is dependent on obtaining "scholarship" aid. The amount needed is estimated at $ covering the following:

(Check one) Check enclosed for above registrations $_____
Check will be mailed to reach RTES by March 27 _____
Payment will be made on arrival (only if no lodging required).

Cordially yours,